

## TABLE OF CONTENTS

---

### I. INTRODUCTION AND OVERVIEW OF REQUIREMENTS

- A. Purpose of this Request for Proposals
- B. Additional Information
- C. Master Services Agreement Term
- D. Evaluation Summary
- E. Scope of RFP and Bidder Admonishment
- F. Department Official
- G. Key Action Dates
- H. Intent to Bid
- I. Bidder's Conference (Non-Mandatory)
- J. Americans with Disabilities Act (ADA) Compliance Policy of Nondiscrimination on the Basis of Disability
- K. List of Acronyms

Exhibit I-A LETTER OF INTENT TO BID (EXAMPLE)

Exhibit I-B BIDDER'S FINAL PROPOSAL CHECKLIST (EXAMPLE)

Exhibit I-C LIST OF ACRONYMS

### II. RULES GOVERNING COMPETITION

- A. Identification and Classification of RFP Requirements
  - 1. Requirements
  - 2. Desirable Items
- B. Bidding Requirements and Conditions
  - 1. General
  - 2. RFP Documents
  - 3. Examination of the Work
  - 4. Questions Regarding the RFP
  - 5. Bidder's Conference

## TABLE OF CONTENTS

---

- 6. Intent to Bid
- 7. Addenda
- 8. Bonds
- 9. Discounts
- 10. Joint Bids
- 11. Air or Water Pollution Violations
- 12. Fair Employment and Housing Commission Regulations
- 13. Exclusion for Conflict of Interest
- 14. Follow-on Contracts
  
- C. Bidding Steps
  - 1. General
  - 2. Draft Bid
  - 3. Final Bid
  - 4. Confidentiality
  - 5. Submission of Final Proposals
  - 6. Rejection of Proposals
  - 7. Evaluation and Selection Process
  - 8. Award of Contract
  - 9. Debriefing
  
- D. Contractual Information
  - 1. Contract Form
  - 2. Specific Terms and Conditions
  - 3. Approval of Proposed Contract
  - 4. Term of Contract
  
- E. Other Information
  - 1. Protests
  - 2. News Releases
  - 3. Disposition of Proposals and Bids
  - 4. Contacts for Information

### Exhibit II-A COMPETITIVE BIDDING AND BID RESPONSIVENESS

### III. CURRENT SYSTEM OR PROBLEM

### IV. PROPOSED SOLUTION

### V. ADMINISTRATIVE REQUIREMENTS

#### A. Introduction

## TABLE OF CONTENTS

---

- B. Bidder Responsibility
  - 1. Business Information
    - a. Financial Stability
    - b. Business Qualifications
    - c. Client References
    - d. Client List
    - e. Bidder Personnel Experience and Education
    - f. Certification to do Business in the State of California
    - g. Payee Data Record, STD. 204
    - h. Contractor Responsibility
  - 2. Insurance Requirements
    - a. Liability
    - b. Workers' Compensation
  - 3. Subcontractors
- C. Bidding Preferences
  - 1. Disabled Veteran Business Enterprise (DVBE) Participation/Incentive Program Requirement
  - 2. Small Business Preference
  - 3. Target Area Contract Preference Act (TACPA), Enterprise Zone Act (EZZ), Local Military Base Recovery Preference Request (LAMBRA)

Exhibit V-A Vendor Client Reference Form

## VI. TECHNICAL REQUIREMENTS

- A. Mandatory Requirements
  - 1. Basic Live Streaming Video Service Package
  - 2. Premium Live Streaming Video Service Package
  - 3. Live Streaming Video Service Package Configurations
  - 4. Basic Live Streaming Audio Service Package
  - 5. Premium Live Streaming Audio Service Package
  - 6. Live Streaming Audio Service Package configurations
  - 7. Basic On-Demand Self-Published Streaming Video Hosting Service Package
  - 8. Premium On-Demand Self-Published Streaming Video Hosting Service Package
  - 9. On-Demand Self-Published Streaming Video Hosting Service Package Configurations
  - 10. Basic On-Demand Self-Published Streaming Audio Hosting Service Package
  - 11. Premium On-Demand Self-Published Streaming Audio

## TABLE OF CONTENTS

---

- Hosting Service Package
- 12. On-Demand Self-Published Streaming Audio Hosting Service Packages Configurations
- 13. Basic On-Demand Bidder-Assisted Streaming Video Hosting Services Package
- 14. Premium On-Demand Bidder-Assisted Streaming Video Hosting Service Package
- 15. On-Demand Bidder-Assisted Streaming Video Hosting Service Packages Configurations
- 16. Basic On-Demand Bidder-Assisted Streaming Audio Hosting Service Package
- 17. Premium On-Demand Bidder-Assisted Streaming Audio Hosting Service Package
- 18. On-Demand Bidder-Assisted Streaming Audio Hosting Service Packages Configurations
- 19. Event Planning and Production Services
- 20. Resource Provisioning and Operations Services
- 21. Basic Signal Capture Service
- 22. Basic Onsite Audio/Video Stream Encoding Service
- 23. Basic Remote Audio/Video Encoding Service
- 24. Basic Compression/Signal Conversion Service
- 25. Near Real Time Editing Service
- 26. Internet Content Delivery Network (ICDN) Service
- 27. Post-Production Editing Service
- 28. Help Desk Support
- 
- B. Desirable Requirements
- 29. Satellite, Broadcast Auxillary Service (BAS) Radio Link, or Studio Transmission Link (STL) Service
- 30. Hosted Copy of Unedited Live Feed Service
- 31. Secure Streaming Service
- 32. Digital Asset Management (DAM) Service
- 33. Archiving to Moveable Media Service
- 34. Transcription Service
- 35. Enhanced Performance Data Service
- 36. Closed Captioning Service
- 37. Basic Interactive Services
- 38. Teleprompter Service
- 39. Videotape/Audiotape Backup of Live Event on-Site Service
- 40. Portable DSNG/DENG Units Service

### C. Optional Bidder-Proposed Features and Services

## TABLE OF CONTENTS

---

### VII. COST

- A. Introduction
- B. Cost Worksheet Instructions – General
- C. Cost Worksheet Instructions – Detailed
  - 1. Cost Worksheet Part A.1 – Service Package Offerings
  - 2. Cost Worksheet Part A.2 – Other Mandatory Service Offerings
  - 3. Cost Worksheet Part B – Desirable Service Offerings
  - 4. Cost Worksheet Part C – Optional Bidder-Proposed Features and Services

Exhibit VII-A Service Offerings Cost Worksheet

### VIII. PROPOSAL FORMAT

- A. Introduction
- B. Final Proposal Format and Content
  - 1. Volume I--Response to Requirements
  - 2. Volume II--Completed Contract
  - 3. Volume III--Cost Data – Exhibit VII-A
  - 4. Volume IV—Literature (Optional)
- C. Forms List

### IX. EVALUATION

- A. Receipt
- B. Evaluation of Draft Proposals
- C. Final Proposal and Validation Check
  - 1. Bid Opening and Validation Check
  - 2. Validation Against Requirements
  - 3. Cost Analysis
- D. Pass/Fail Evaluation
  - 1. Evaluation of Administrative Requirements
  - 2. Evaluation of Mandatory Technical Requirements

## TABLE OF CONTENTS

---

- E. Response Scoring
    - 1. Client References
    - 2. Number of Webcasts
  - F. Cost Evaluation
  - G. Contract Award
  - H. Disabled Veteran Business Enterprise (DVBE) Incentive
  - I. Small Business Preference Points
- APPENDIX A - Contract
- STD 213
  - Exhibit A – Statement of Work
  - Exhibit C – Additional Provisions